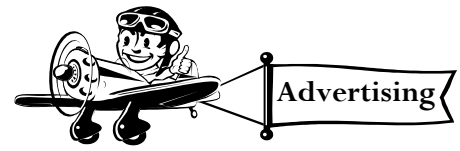


Name \_\_\_\_\_



Advertisements are all over the media. There are **FOUR** types of media. They are:

1. **Electronic Media** which includes **TV, Internet, Radio, Phones**
2. **Print Media** which includes **Magazines, Newspapers**
3. **Direct Mail** which includes **Catalogs, Coupons**
4. **Signs and Displays** which includes **Billboards, benches, transportation, storefronts, sporting events, nascar, banners.**

You can benefit from some aspects of advertising. You can learn what goods and services are available and how much they cost.

Advertising enables you to save time when you comparison shop. However, advertising can also pose problems. Advertisers owe their first loyalty to the people whose product they're selling rather than the consumer. In order to sell, many advertisers use psychological techniques to get you to buy. These appeals are based on emotions and have nothing to do with the product. The following are some common ad techniques.

### Advertising Techniques

**Bandwagon-** **gives the impression that everyone else is doing it, or of being left out if you don't.**

**Emotional Appeal-** **words or images are used to evoke an emotion in the reader or viewer.**

**Testimonial/Endorsement-** **an important person or famous figure endorses a product.**

**Faulty Cause and Effect-** **use of product is credited for producing a positive effect.**

**Transfer-** **good feelings, looks or ideas are transferred to the person for whom the product is intended.**

**Repetition-** **the product name or keyword or phrase is repeated several times.**

**Compare and Contrast-** **the viewer is led to believe that one product is better than another by comparing product qualities with words and visual imagery.**

**Sense Appeal-** **sounds or pictures that appeal to the senses are featured.**

**Fantasy-** **superheroes, white knights, green giants, etc. are featured.**

**Economic Appeal-** **this appeals to the wallet. Makes you think you are getting a deal or bargain.**

**Statistics-** **people tend to be impressed the "facts" and statistics even if they have little or no meaning.**

**Humor-** **use of humor to make the viewer laugh and have a positive association with it.**

**Matching:**

- F 1. "Lose weight the way 6 million Americans have. It's the method 3 out of 4 doctors recommend."
- B 2. A cool, sparkling soft drink sits next to a hot, sizzling cheeseburger.
- D 3. A famous actor says that he buys a product and recommends it to everyone.
- C 4. A superhero says he gets big and strong because he drinks milk. Don't you want to be big and strong like me too!
- E 5. "Buy your next car at Crazy Joe's, where everyone get the best deal around!"
- A 6. A person falls down a flight of steps and says "It's the kind of soft drink you could fall for!"
- G 7. A woman driving in her new convertible runs her hands through her beautiful blonde hair to show how great Shimmer Shampoo works.
- H 8. When you buy one 50 inch flat screen TV we will give you a 25% off any DVD player to go with it.

- A. Humor  
B. Sense Appeal  
C. Fantasy  
D. Testimonial  
E. Bandwagon  
F. Statistics  
G. Transfer  
H. Economic Appeal